

AMENDMENTS TO THE SPECIFICATION

Please amend the specification at page 3, line 25, as follows:

Preferably the message is an SMS (short message service), EMS (enhanced message service) or MMS (multimedia message service) message.

Please amend the specification at page 12, first full paragraph as follows:

If the consumer does not have a mobile telephone or PDA, the user can visit a specific location in the retail outlet R such as a touch point location 119 which includes a card reader for reading the magnetic stripe on the user's smart card 111 and the offers will be printed out on a printer 118 as a list 113 to the user. Whilst this does involve some interaction by the user, the interaction is not needed in order to detect the customer. Interaction may be needed to generate the list so the list is available for the user to collect, should the user simply choose to visit the touch point location 119. The interaction at the touch point location 119 may be by swiping the smart card. However, the touch point location 119 may be provided with a reader which simply reads the RFID tag in the touch card and prints the list on the printer 118 for collection as the user approaches the touch point location 119.